

# About Dataset

## Attribute Information:

- 1) FRESH: annual spending (m.u.) on fresh products (Continuous);
- 2) MILK: annual spending (m.u.) on milk products (Continuous);
- 3) GROCERY: annual spending (m.u.) on grocery products (Continuous);
- 4) FROZEN: annual spending (m.u.) on frozen products (Continuous)
- 5) DETERGENTS\_PAPER: annual spending (m.u.) on detergents and paper products (Continuous)
- 6) DELICATESSEN: annual spending (m.u.) on and delicatessen products (Continuous);
- 7) CHANNEL: customers' Channel - Horeca (Hotel/Restaurant/Café) or Retail channel (Nominal)
- 8) REGION: customers' Region - Lisbon, Oporto or Other (Nominal)

## Goal

**use various clustering techniques to segment customers.**